

AgileData Way of Working

Persona Template

AGILEDATA PERSONA's

Public Consumer

As an External Consumer
I need to be able to view selected data and content
So that I can quickly and easily answer questions I have.

External Consumer

As an External Consumer
I need to be able to login & view selected data and content
So that I can quickly and easily answer questions I have.

Internal Consumer

As an Internal Consumer
I need to be able to view data and content
So that I can quickly and easily answer questions to do my job.

Information Explorer

As an Information Explorer
I need to be able to interact and explore data
So that I can quickly and easily answer questions to do my job.

Data Analyst

As a Data Analyst
I need to perform ad hoc data analysis
So that I can uncover new insights.

Information Builder

As an Information Builder
I need to create reusable information product content
So that consumers can answer repeatable questions.

Data Scientist

As a Data Scientist
I need to access enhanced data and raw data
So that I can create appropriate analytical models and
apply machine learning techniques

Visualisation Engineer

As an Information Builder
I need to create reusable information product content
So that consumers can answer repeatable questions.

Data Engineer

As a Data Engineer
I need to automate the collection and transformation of data
So that other persona's can leverage it with minimal effort

DataOps Engineer

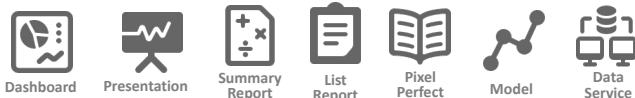
As a DataOps Engineer,
I need to automate the data platform,
So that other persona's can leverage it with minimal effort.

Data Steward

As an Data Steward
I need to ensure data is trusted
So that other persona's can leverage it with minimal risk

KEY

CONTENT DELIVERY



ACCESS MECHANISM



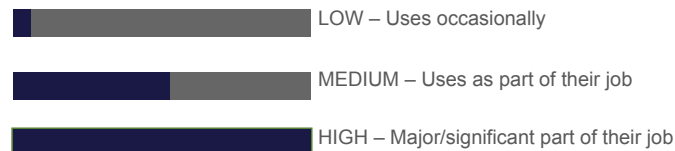
CONTENT FOCUS



DATA ACCESS



LEVEL OF USE



COMPLEXITY OF INTERACTION



Note: All completely greyed icons indicate the capability is not considered part of the persona's capabilities.

INFORMATION CONSUMER

Public Consumer

As an External Consumer

I need to be able to view selected data and content
So that I can quickly and easily answer questions I have.

Think

Actions | Outcomes

- Access to <<<ORG>>> external data without having to contact <<<ORG>>>

Targeted user

- Member of the public

Type of work

- Access read only static content
- Access read only interactive data apps
- Access to data downloads

Level of use

Low

Medium

High

Complexity of interaction

Low

Medium

High

Use

Content delivery



Dashboard



Presentation



Summary Report



List Report



Pixel Perfect



Model



Data Service

Access device



Laptop



Desktop



Tablet



Smart phone



CLI



GUI

Content focus



Operational Insight



Business Analytics



Performance Insight



Advanced Analytics

Data access



History Data



Combined Data



Consumable Data



Predefined Content



Experimental Data

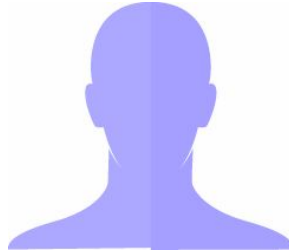
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INFORMATION CONSUMER

External Consumer

As an External Consumer

I need to be able to login & view selected data and content
So that I can quickly and easily answer questions I have.



Level of use

Low

Medium

High



Complexity of interaction

Low

Medium

High



Think

Actions | Outcomes

- Secure access to <<<ORG>>> external data without having to contact <<<ORG>>>

Targeted user

- <<<PARTNER ORG #1>>>
- <<<PARTNER ORG #2>>>
- <<<PARTNER ORG #3>>>

Type of work

- Access read only static content
- Access read only interactive data apps
- Access to data downloads

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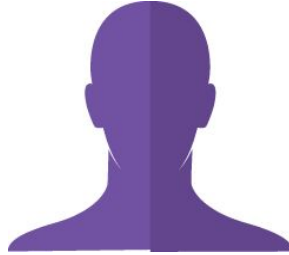
INFORMATION CONSUMER

Internal Consumer

As an Internal Consumer

I need to be able to view data and content

So that I can quickly and easily answer questions to do my job.



Level of use

Low

Medium

High



Complexity of interaction

Low

Medium

High



Think

Actions | Outcomes

- Using predefined information to improve day-to-day decisions.
- Ability to filter and save personalised views of information products for repeatable access later.

Targeted user

- All
- Sales
- Marketing
- Operations
- Finance
- Human Resources
- Senior Leadership
- Team Leads
- Front Line Staff

Type of work

- Read only
- Use self service content to answer repeatable questions
- Save personalisation's

Use

Content delivery



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INFORMATION CONSUMER

Internal Consumer

As an Internal Consumer

I need to be able to view data and content

So that I can quickly and easily answer questions to do my job.



Level of use

Low

Medium

High

Complexity of interaction

Low

Medium

High

Think

Actions | Outcomes

- Using predefined information to improve day-to-day decisions.
- Ability to filter and save personalised views of information products for repeatable access later.

Targeted user

- All
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INFORMATION CONSUMER

Executive Consumer

As an Executive Consumer
I need to be able to quickly view summary information
So that I can quickly and easily understand the health of the business



Level of use

Low

Medium

High

Complexity of interaction

Low

Medium

High

Think

Actions | Outcomes

- Using predefined information to improve day-to-day decisions.

Targeted user

Executive Leaders

Type of work

- Read only
- Key Performance Indicators
- Get a view of the health of the business

Use

Content delivery



Dashboard



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Data access



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Predefined Content



Experimental Data

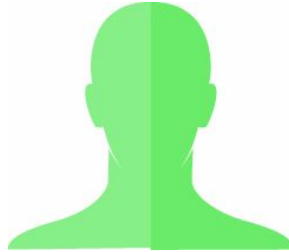
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INFORMATION CONSUMER

Operational Consumer

As an Executive Consumer

I need to be able to quickly view summary information
So that I can quickly and easily understand the health of the business



Level of use

Low

Medium

High



Complexity of interaction

Low

Medium

High



Think

Actions | Outcomes

- Using predefined information to improve day-to-day decisions.
- Ability to filter and save personalised views of information products for repeatable access later.

Targeted user

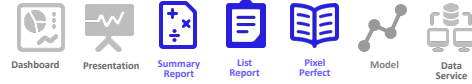
Executive Leaders

Type of work

- Read only
- Key Performance Indicators
- Get a view of the health of the business

Use

Content delivery



Access device



Content focus



Data access

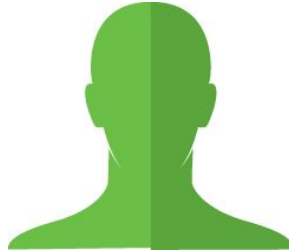


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INFORMATION CONSUMER

Information Explorer

As an Information Explorer
I need to be able to interact and explore data
So that I can quickly and easily answer questions to do my job.



Level of use

Low

Medium

High



Complexity of interaction

Low

Medium

High



Think

Actions | Outcomes

- Answering one-off questions to improve day-to-day operations.
- Ability to create, filter and save personal information products.

Targeted user

- Subset of <<<ORG>>> Users
- Experienced users
- Team leads
- Managers
- Business Leadership Team

Type of work

- Use self service to answer ad-hoc questions
- Share insights with others

Use

Content delivery



Dashboard



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Predefined Content



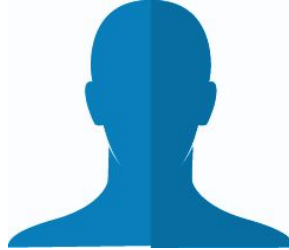
Experimental Data

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INSIGHT CREATOR

Data Analyst

As a Data Analyst
I need to perform ad hoc data analysis
So that I can uncover new insights.



Level of use

Low

Medium

High

Complexity of interaction

Low

Medium

High

Think

Actions | Outcomes

- Explore data to create insights to improve <<<ORG>>> decisions.

Targeted user

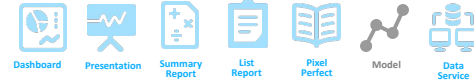
- Data Analysts
- Product Analysts
- Sales Analysts
- Financial Analysts
- Human Resources Analysts
- Risk Analysts
- Planning and Performance

Type of work

- Connect different data sources
- Importing external data
- Prototyping
- Create presentations
- Share with community

Use

Content delivery



Access device



Content focus



Data access

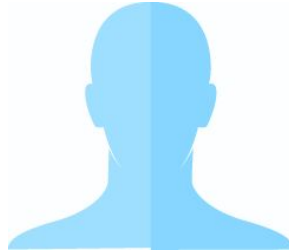


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INSIGHT CREATOR

Information Builder

As an Information Builder
I need to create reusable information product content
So that consumers can answer repeatable questions.



Level of use

Low

Medium

High

Complexity of interaction

Low

Medium

High

Think

Actions | Outcomes

- Reusable data and content which provides repeatable insights to improve <<<ORG>>> decisions.

Targeted user

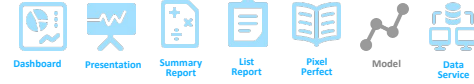
- BI Developers
- Report Developers
- Data Storytellers
- Performance planning team

Type of work

- Facilitation to elicit requirements
- Document business rules
- Create and maintain interactive dashboards for consumers
- Provide mentoring
- Share organisation wide

Use

Content delivery



Access device



Content focus



Data access



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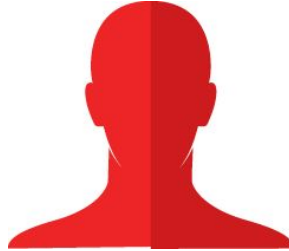
INSIGHT CREATOR

Data Scientist

As a Data Scientist

I need to access enhanced data and raw data

So that I can create appropriate analytical models and apply machine learning techniques



Level of use

Low

Medium

High

Complexity of interaction

Low

Medium

High

Think

Actions | Outcomes

- Create analytical models to provide recommendations to enhance the <<<ORG>>> business decisions.

Targeted user

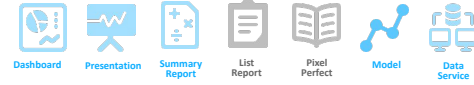
- Data Scientist
- Research Engineers

Type of work

- Connecting data
- Predictive models
- Decision models
- Natural Language Model
- Image classification models
- Machine learning
- Route Analysis

Use

Content delivery



Access device



Content focus



Data access



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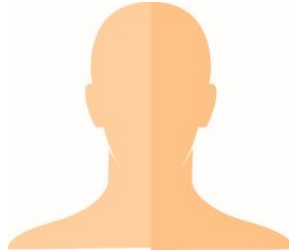
DATA MANAGEMENT

Visualisation Engineer

As an Information Builder

I need to create reusable information product content

So that consumers can answer repeatable questions.



Level of use

Low

Medium

High

Complexity of interaction

Low

Medium

High

Think

Actions | Outcomes

- Reliable dashboards, reports and visualisations which enables repeatable insights to help improve <<<ORG>>> decisions

Targeted user

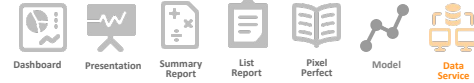
- Visualisation Engineers
- Analytics Engineers

Type of work

- Facilitation to elicit requirements
- Identification of business rules
- Creation of dashboards, reports and visualisation content
- Creation of content validation tests
- Orchestration of content publishing schedules
- Share content organisation wide
-

Use

Content delivery



Access device



Content focus



Data access



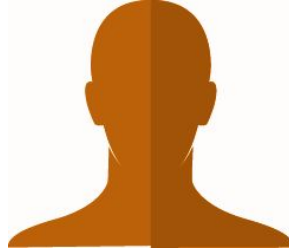
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DATA MANAGEMENT

Data Engineer

As a Data Engineer

I need to automate the collection and transformation of data
So that other persona's can leverage it with minimal effort



Level of use

Low

Medium

High

Complexity of interaction

Low

Medium

High

Think

Actions | Outcomes

- Creating reusable data which provides repeatable insights to improve <<<ORG>>> decisions.

Targeted user

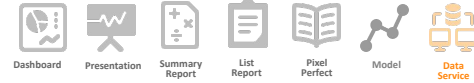
- Data Engineers
- Analytics Engineers
- Developers

Type of work

- Write code
- Collect and store data
- Create experimental data pipelines
- Create managed data pipelines

Use

Content delivery



Access device



Content focus



Data access

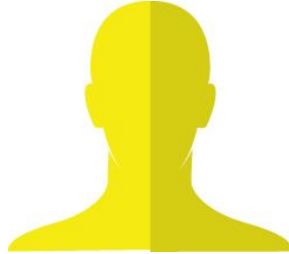


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DATA MANAGEMENT

DataOps Engineer

As a DataOps Engineer,
I need to automate the data platform,
So that other persona's can leverage it with minimal effort.



Level of use

Low

Medium

High

Complexity of interaction

Low

Medium

High

Think

Actions | Outcomes

- Reusable data platform and tools which provides capabilities for other personas.

Targeted user

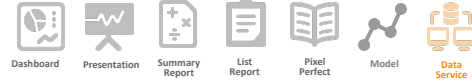
- SRE
- Apps Support
- ICT
- Enterprise Architects

Type of work

- Write code
- Deploy new services
- Monitor platform
- Create automated alert and monitoring

Use

Content delivery



Access device



Content focus



Data access

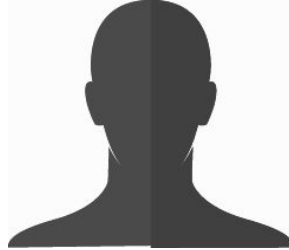


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DATA MANAGEMENT

Data Steward

As an Data Steward
I need to ensure data is trusted
So that other persona's can leverage it with minimal risk



Level of use

Low

Medium

High

Complexity of interaction

Low

Medium

High

Think

Actions | Outcomes

- Data is trusted and provides repeatable insights to improve <<<ORG>>> decisions.

Targeted user

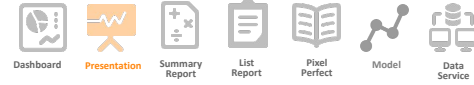
- Information Management

Type of work

- Profile quality of data
- Maintain data catalog

Use

Content delivery



Access device



Content focus



Data access



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PERSONA ICONS

